DOCUMENT RESUME

ED 146 337 CE 010 412

TITLE	The Personal Service Cluster. Career Orientation Series.
INSTITUTION	Ohio State Dept. of Education, Columbus. Div. of Vocational Education.
PUB DATE	76
NOTE	66p.; For related documents see CE 010 407-412
AVAILABLE FROM	Instructional Materials Laboratory, Ohio State University, 1885 Neil Avenue, Columbus, Ohio 43210 (out-of-state, $0.60; in-state, $0.50)
EDRS PRICE	MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS	Barbers; *Career Exploration; Cosmetologists; Grade 7; Grade 8; Hygiene; Instructional Materials; Junior High Schools; Learning Activities; *Occupational Clusters; *Occupational Information; *Service Occupations

ABSTRACT

Developed to provide seventh and eighth grade students information about careers in the personal service occupational cluster, this booklet may be used to integrate career information with various subject areas. (It is one of several student booklets developed for use in the Ohio Career Orientation Program at grades 7 and 8 to assist students in making tentative career decisions for exploration activities in grades 9 and 10.) Several jobs are listed with brief one- or two-sentence descriptions in each of five career areas in the cluster: (1) physical culture, (2) barbering services, (3) cosmetology services, (4) mortuary science, and (5) household pet services. A closer look at five specific careers is provided through brief case studies of one individual working in each job: veterinarian's assistant/animal technician, apprentice director, electrologist/cosmetic therapist, barber, and pet shop owner/manager. Focus is on abilities, interests, and preparation, and activities for each job. Brief exploration activities are suggested through which students can learn more about the jobs. A chart is provided with notes on how various school subjects (home economics, English, social science, industrial arts, physical education, music, science, art, and mathematics) are related to the personal service cluster careers. A list of qualities needed for personal service careers and a list of sources for additional career information (professional associations and specific government bulletins) are included along with a vocabulary list. The text is illustrated with photographs. (JT)

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ED146337

Career Orientation Series

The Personal Service Cluster

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These symbols represent seven career orientation concepts that are integral parts of the student's personal, educational and vocational development. Suggested student activities relating to the seven developmental concepts appear in the book. The corresponding symbol will identify the specific concept to which each activity most directly relates.

World of Work

This concept relates to work values, the variety and nature of occupations, work families and their interdependency, and methods of studying and classifying occupations.

Economics

This concept emphasizes the person as both a worker earning income and as a consumer dispersing income.

Employability and Work Adjustment

This concept deals with obtaining and holding a job and advancing in a career.

Decision Making

This concept relates to all the others, involving a process that is necessary to all facets of society.

Self

This concept deals with how and what a person thinks of the self—attitudes, perceptions and self-evaluation of interests, aptitudes, achievements and values.

Individual and Environment

This concept is concerned with an understanding of the individual as he or she relates to the environment—the role each person plays in the home, school, community and work.

Education and Training

This concept relates to the learning of skills, ideas and appreciations that the individual needs in order to experience a successful life.

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Today's urbanized technological society has brought an urgency for an abrupt turn-around in thinking about the place of career education in our schools. Our economy's rapidly changing character, with large industry remote from residential areas, surrounded by fences, and protected by security guards, does not permit youngsters to see their parents or others at work. Many children's parents are recipients of public assistance checks, a situation that compounds the problem of teaching job-centered values.

Career education begins in kindergarten and continues through Grade 12. Motivation, orientation, exploration, and actual preparation are essential components of meaningful education. Instructional materials to assist classroom teachers in implementing a well-planned and sequentially organized curriculum are vital in the redesign of education.

We trust these instructional materials will be of significance in serving seventh and eighth grade students in preparing for rewarding opportunities in the world of work.

Martin W. Essex

Martin W. Essex
Superintendent of Public Instruction

What Are Personal Services?

Boarding pets, giving haircuts and manicures, massaging the body, counseling on weight loss or gain, and providing funerals are just a few examples of personal services. Generally, these services tend to make a person look or feel better. The people who provide them make our lives a little more comfortable.

Most personal services fit into one of five broad areas—Physical Culture, Barbering, Cosmetology, Mortuary Science, and Household Pet Services. Following are lists of jobs in each area.

Many services provided by people in the personal service cluster are very different from each other. All the jobs, however, have a few things in common. People in these occupations *work directly with people*. Some, like a barber or an electrologist, come into *close contact* with their customers. They must appear neat and orderly, so many wear uniforms while they work. Generally, people in the personal service cluster must be friendly and like working with people. Some jobs require that a person likes working with animals, too. Successful people in these jobs communicate well. In addition, some jobs demand tact and patience in dealing with others.

Some jobs in the personal service cluster, like shampooer and pallbearer, do not require any formal training. Others, like barber and cosmetic therapist, require technical training beyond high school. The hours of instruction required for these jobs vary between 120 and 1800. Others require a college education and in some cases, one or two years of practical experience as an apprentice. A veterinarian needs more than four years of college training. Many jobs, such as barber, cosmetologist, manicurist, cosmetic therapist, funeral director, and veterinarian, also require licensing by the State.

Later on in this book, you will look more closely at five of these careers.

Ranking Personal Service Careers

Jobs may be ranked by the amount of education required or by the income they provide. If you did both, you *might* find a pattern. You might find that jobs requiring little training earn low incomes, and jobs requiring special training or higher education provide medium and high incomes. You will, however, find exceptions to any pattern. Success on the job depends on many factors. One is individual **initiative.** A pet shop owner, for instance, can earn more money than a cosmetologist; some cosmetologists earn more than do other cosmetologists.

Another way to rank jobs is by the *amount of control one has over his earning potential.* In general, you can rank jobs according to whether a person: (1) works for someone else as an *employee;* (2) works for himself as *self*-employed; or (3) *owns a business* and may hire employees—is an *employer.* A person who works for someone else has the least control over his earnings. A job like veterinarian's assistant, is an employee job. People in that position have to bargain with employers for wages and benefits. They have to work on an established schedule, for instance, from 8:00 A.M. to 5:00 P.M. Self-employed persons are their own "bosses"; they can work as much or as little as they want. Self-employed persons or business owners, however, must do additional work; for instance, they have to advertise and keep business records. They must also invest their own savings in equipment to open a business. They always take a chance on losing their savings if the business fails.

If you rank personal service jobs this way, you can determine whether or not a career can promise advancement. A job offers advancement (or increased control over one's earning potential) if it is possible to change from employee to self-employed or employer; for example, a barber who works as an employee in a large barbershop can advance by setting up his own shop. A veterinarian's assistant cannot open his own shop *because his work depends on* the presence of a veterinarian.

Some Kinds of Personal Service Jobs

Workers in Physical Culture and What They Do

weight counselor	provides dietary and exercise advice to individuals who want to gain or lose weight
reducing machine operator	runs and supervises the safe operation of weight reducing machines
masseur/masseuse	provides body massages
studio owner	operates a physical culture studio, such as a health spa, a reducing salon, or a massage parlor

Workers in Barbering Services and What They Do

customer service	provides full range of barbering services to individuals, i.e., scalp and facial treatments, shaves, haircuts, hair styling, shampoos
manicurist	provides cuticle and fingernail care
hair stylist	shampoos, cuts, and styles hair to fit one's face and individual preferences
wig stylist	fits wigs and hair pieces to individual preferences
cosmetic therapist/electrologist	removes unwanted hair through electrolysis
restoration artist	styles hair of deceased in preparation for funeral services
barber school teacher	teaches barbering theory and techniques to students of barbering services
barber school administrator	finances and coordinates activities of a barbering school
shop owner	finances, coordinates operations, and provides services

Workers in Cosmetology Services and What They Do

shampooer	washes and rinses hair, using appropriate water temperature, pressure, and hair products
hair stylist	cuts, may color or provide a permanent or straighten hair, and styles hair to fit one's face and individual preferences
wig stylist	fits wigs and hair pieces to individual's preferences
manicurist	provides cuticle and fingernail care
cosmetic therapist/electrologist	removes unwanted hair by electrolysis
makeup artist	selects and applies makeup to theatrical and television performers to achieve proper characterization
cosmetology school teacher	teaches cosmetology theory and techniques
cosmetology school administrator	finances and coordinates operation of cosmetology school
shop owner	finances, coordinates operations, and provides services

Workers in Mortuary Science and What They Do

hearse, limousine, escort driver	drives in appropriate vehicle in funeral procession
ambulance driver	drives ambulance from home of a deceased or from a hospital to a funeral home
pallbearer	helps lift and carry the casket when necessary during funeral service
restoration artist	applies makeup and styles the hair of a deceased in preparation for a funeral service
embalmer	preserves the body of a deceased in preparation for a funeral and delayed burial

cremator	burns to ashes the body of a deceased
funeral director/ undertaker mortician	provides and coordinates services in a funeral home

Household Pet Workers and What They Do

dog groomer	bathes, dries, cuts, and styles coats of pet dogs; cleans ears; trims toenails
grooming school teacher	teaches dog grooming to students
grooming school administrator .	finances, coordinates, and supervises operation of a dog-grooming teaching facility
kennel attendant	feeds, cleans animal quarters, and exercises pets in a boarding or hospital kennel
obedience trainer	trains dogs to obey commands
veterinarian's assistant/ animal technician	assists a veterinarian in areas of kennel operation, reception and record-keeping, surgery, animal care, and general cleaning
veterinarian	diagnoses, treats, performs surgery, controls diseases and injuries among animals
pet shop clerk	stocks shelves, cleans, and provides service to customers
pet shop manager	supervises pet shop operation and directs employees, if any
boarding, grooming kennel owner . . .	finances, maintains, operates kennel facility
pet shop owner	finances and supervises operation of pet shop

A Close Look at Five Careers

The following stories are about *real* people working in personal service occupations. All the stories are true. As you read, try to rank each job and related jobs described in them by education income, and control over earning potential. See if you can pick out the personal qualities and skills needed for each job. Compare these to find out what is common to the five examples.

After reading the stories, you can compare your own abilities and interests with those necessary in certain jobs. You then will be able to rank personal service careers in the most important way—by *your* interests and abilities.

Sheree Hagberg — Veterinarian's Assistant / Animal Technician

If you have a pet dog or cat, a *veterinarian* may be a familiar person. Veterinarians (doctors of veterinary medicine) diagnose, treat, and control diseases and injuries of animals. In addition, veterinarians perform surgery and prescribe and give medicines and drugs. Some veterinarians treat only cattle and horse . Some treat only small animals (or pets). Some work for the government, checking food supplies. Others may do research or teach in veterinary colleges.

If you live on a farm or ranch, a veterinarian may visit from time to time. He may advise on the breeding of cattle, vaccinate a new calf or colt, or keep your chickens healthy. He may also check your pet dog. In areas where many people live, like cities and suburbs, veterinarians usually treat small animals, that is, pets.

Most veterinarians in private practice employ men and women to assist them in their work. These people are usually called *veterinarians' assistants* or *animal technicians.* An animal technician has had extensive training. This training may have been in a formal program of two or more years in a technical school, or the technician may have worked for several years with a veterinarian and received his or her training on the job. In that case, he or she did not attend a technical school.

Sheree Hagberg is a veterinarian's assistant. She helps three veterinarians in a suburban pet hospital. Sheree knows that veterinarians do important work, and she believes her work is important, too. "Veterinarians make sure our food supplies are safe. They control animal diseases like rabies that can be given to man. They help pet owners keep their pets healthy and comfortable by controlling problems like parasites, both external (fleas and ticks) and internal (tapeworms, hookworms, etc.). My help allows the doctors more time to do their vital work."

How do animals affect the quality of your life?
Clues: ecology, food, work, recreation, medicine, etc.

Attitudes

Sheree returns a dog to a client.

Sheree loves animals and people. "I look forward to going to work because every day I make new friends. In fact, if you don't like working with people and animals, you cannot be a veterinarian's assistant!"

Sheree is the first person to see or talk to a client of the pet hospital. Part of her job is to act as a receptionist. She answers the telephones, makes appointments, and receives clients when they bring a patient to the pet hospital. She makes the hospital's first impression. Sheree must be able to communicate well and be neat and orderly.

Like all the employees of the pet hospital, Sheree wears a uniform. Sometimes young children in the waiting room associate her uniform and the hospital atmosphere with an experience at their own doctor's office. Occasionally, they fear that the doctor will give them a shot. So, Sheree is also a diplomat. She keeps candy on hand for those occasions. She will even take the child on a tour of the hospital.

Filing is part of Sheree's job. This is the front desk where she greets clients.

Although Sheree has certain tasks to do every day, sometimes she helps the other veterinarian's assistants. On a busy day, for instance, Sheree may clean kennels or carry animals back and forth between the kennels and the exercise runs outside. A veterinarian's assistant must be able to lift a heavy, squirming dog, if necessary. Sheree's job requires some physical

strength. More important than strength, Sheree must know how to handle an animal. Since she is a stranger to most of the pets in the hospital, a normally gentle pet, out of fear, might bite or scratch her. Sheree must be able to *control* an animal –for her safety and for the animal's safety.

Interests

Sheree is able to control and handle animals because she has had training and practice. As a child, she loved to train her neighbors' pets to sit, stay, come, and heel. Sheree respects animals. She believes that a pet should have good manners. "Training a pet to be obedient is important," Sheree explains. "It can be a matter of 'life or death.' For instance, if a dog runs toward a busy street, the command, *stay*, can save its life, if he has learned what it means."

Sheree on Darius.

Besides training pets, Sheree began serious horseback riding when she was thirteen years old. She has since taught horseback riding and trained horses in the style of hunter, jumper, and **dressage.** When Sheree is not busy at the pet hospital, she works at home with her horse, Darius. She trains him for dressage competition. Dressage is difficult, but Sheree and her horse have won many ribbons.

The Job

Although Sheree has had plenty of practice handling animals, she learned to be a veterinarian's assistant through on-the-job training. Working for a veterinarian was Sheree's first part-time job. After school she worked as a "kennel helper." Kennel helpers clean animal quarters and feed and exercise pets. A kennel helper will also assist a veterinarian by holding a pet during examinations. "Being kennel help is a good way to find out if you like working with animals. It is the first step in learning and gaining more responsibilities." Many

Ask your guidance counselor for the name and address of an accredited school of animal technology. Write for information.

Ask your veterinarian to describe the type of background he seeks in a potential veterirarian's assistant.

veterinarians' assistants begin as kennel help. In time, Sheree learned to do simple laboratory work and to set up various samples for inspection by microscope. She also learned to use the **autoclave** to prepare the veterinarian's gloves and surgical gowns for surgery.

Part of Sheree's every-day duties are clerical tasks. She types, keeps records up to date, bills clients, answers the telephones, files, and accepts payments on accounts. These are general office duties. Sheree prepared for this work while in high school by taking typing and bookkeeping courses. She also took courses in English, speech, and drama, which have increased her communication skills. After high school Sheree worked as a secretary.

Read more about careers in veterinary medicine. These books are a few approved by the *American Veterinary Medical Association Auxiliary:*

McCoy, J.J., *The World of the Veterinarian,* (New Jersey: Lothrop, Lee and Shepard Co., 1964).

Riser, Wayne, D.V.M., *Your Future in Veterinary Medicine,* (New York: Richards Rosen Press, 1970).

Whitney, Leon and George, *Animal Doctor: The Satisfaction of a Career in Veterinary Medicine,* (New York: David McKay & Co., 1973).

When Sheree's present job was advertised in the newspaper, she was delighted. She had always wanted to work with animals in some way, and her experience as a kennel helper and as a secretary helped her get the new job. "There are two ways to become a veterinarian's assistant," Sheree explains. "You can get a job with a veterinarian, usually starting as either a receptionist or a kennel helper, and gradual-

ly learn other duties. In the last ten years, however, a number of technical schools have begun to offer training for animal technicians. The *American Veterinary Medical Association* now has a procedure for accrediting these programs."

Sheree works with six other people at the pet hospital besides the three veterinarians. Since the hospital is large and busy, the hospital duties are assigned to Vicky and Colene, who work after school as kennel helpers. Ceil is a laboratory technician who works part-time for the pet hospital. She runs tests on various samples, using a microscope and other instruments, does the autoclaving, and assists during surgery. Her work is most like that of a trained animal technician. Van Bathes and combs out dogs, using clippers to trim and style their coats. He is trained to groom dogs. Van also works in the kennels, cleaning, feeding, and exercising pets during the early morning. Besides Sheree, there are two other veterinarian's assistants, Drew and Sue. Drew is an experienced veterinarian's assistant. She helped train Sheree for her job. She is also the office manager. She orders food and hospital supplies, figures the payroll, works as a personal secretary, and supervises the employees of the pet hospital. Sue manages the kennel during the day and can assist during emergency surgery. In a small pet hospital with only one veterinarian, Sheree would probably do the work of all the hospital assistants, but on a busy day, Sheree's job has no boundaries. If someone needs help, Sheree does not say, "It's not my job!"

Van brushes a dog.

Sheree stops to say "hello."

When Sheree arrives at the pet hospital at 10:00 A.M., she takes over the receptionist duties from Drew, who has been working since 8:00 A.M. Drew has already dated a "day sheet" and has placed one

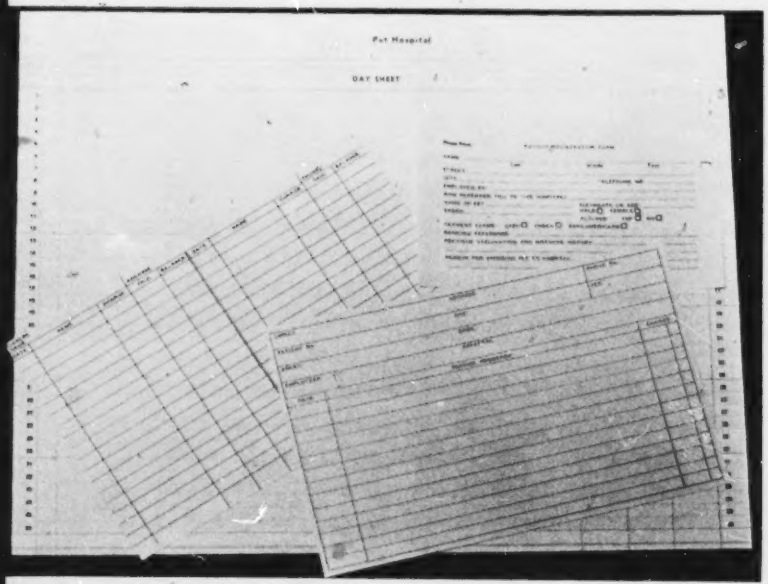
Sheree types from the "Day Sheet" twice a day.

Interview veterinarians from both large and small veterinary hospitals. Find out the kinds of jobs available in each size hospital. Have the veterinarians rank these jobs in the order of importance to them. Discuss.

Prepare a resume listing your training, experience, capabilities, and interests relevant to a career in animal care. Arrange to discuss it with a person who works with animals. Find out what you can do to prepare now for the animal care career that interests you.

in each examination room. On Drew's day off, Sheree opens the pet hospital and prepares the day sheets. The veterinarians use the day sheets to record facts about each animal they examine during the day. They record the patient's name and the owner's name. They describe the animal's condition, its treatment, and any medicine dispensed. Sheree works with the day sheets twice a day. During the "noon break," when the pet hospital is closed to clients, Sheree types the information from the day sheets onto the hospital card of each patient. When the pet hospital closes at night, she finishes this task. Each card is an important record of the patient's medical history. When typing from the day sheet, Sheree must sometimes consult a medical dictionary.

Sheree's main job is to answer the telephones and schedule appointments. Only a trained person may answer the telephones at the pet hospital. Because some conditions demand immediate attention, Sheree must be able to tell the difference between "what is urgent" and "what can wait." Sheree listens carefully when a client calls. She is trained to recognize symptoms of possible diseases. If she is in doubt, Sheree asks Drew or refers the call to a veterinarian on duty. Sheree does not diagnose illnesses, but she must be careful to protect the pets of other clients from possible infection by contagious diseases. Because of this danger, all clients are seen only by appointment.



These are some of the records she keeps and files daily.

Sheree fills the container with cold sterile to clean the instruments inside.

If a client describes symptoms that suggest a contagious disease, Sheree follows a special procedure. She arranges to have the animal brought to the hospital immediately, but she asks the client to check into the hospital before bringing the animal inside. The animal can then be brought into the pet hospital through another entrance. Sheree's caution may prevent a virus, for instance, from contaminating the waiting or reception area. If the animal does have a contagious disease, Sheree scrubs the examination room "from the ceiling to the floor" with a disinfectant. No other animal of the same species (e.g., canine, feline) is then permitted in that examination room until a specified time after the room has been disinfected. Since the pet hospital may receive potentially contagious cases once or twice a week, the training Sheree receives for answering the telephones is extremely important.

In addition to Sheree's duties as a receptionist, she keeps the examination rooms and the reception area neat and clean. Between clients, Sheree cleans the examination tables with a disinfectant. She also sees that instruments are kept in cold sterile, a solution that sterilizes. She keeps glass syringes in clean alcohol.

During the day, Sheree may organize the files of hospital cards, type and mail statements, or check and mail reminder notices to clients whose pets are due to be vaccinated. She also prepares bank deposits and orders office supplies when necessary.

Sheree keeps the reception area neat and clean.

Sheree rides past her house on the way to her favorite trail.

Combing dogs is another of Sheree's pastimes at home.

Sheree's Life Style

When Sheree arrives home around 8:00 P.M. each night, her day is not finished. In addition to her horse, Darius, Sheree has other pets of her own, including dogs, cats, gerbils, and a rabbit. Caring for her own pets and the 13-acre farm she rents demands a lot of time and attention. Some of her pets were once "extras." "I just can't pass up helping a stray animal," Sheree explains. "Sometimes I find a dog that has been starved or mistreated. I bring it home, take care of it, and try to find it a good home. I can tell some stories that end like fairy tales! it's a very good feeling to work with a dog that's been mistreated until it eventually trusts people again. Ebony, one of my dogs, weighed only 50 pounds when I found her. Now look at her! She is a happy 110-pound dog. Training animals is, in some ways, the most relaxing thing I can do. When I'm not busy with my pets, though, I enjoy backpacking, ice-skating, skiing, scuba diving, and most other sports. On my annual two-week vacation, I usually travel or go camping.

"Plants are pets too," Sheree says.

Sheree introduces Ebony to her gerbil.

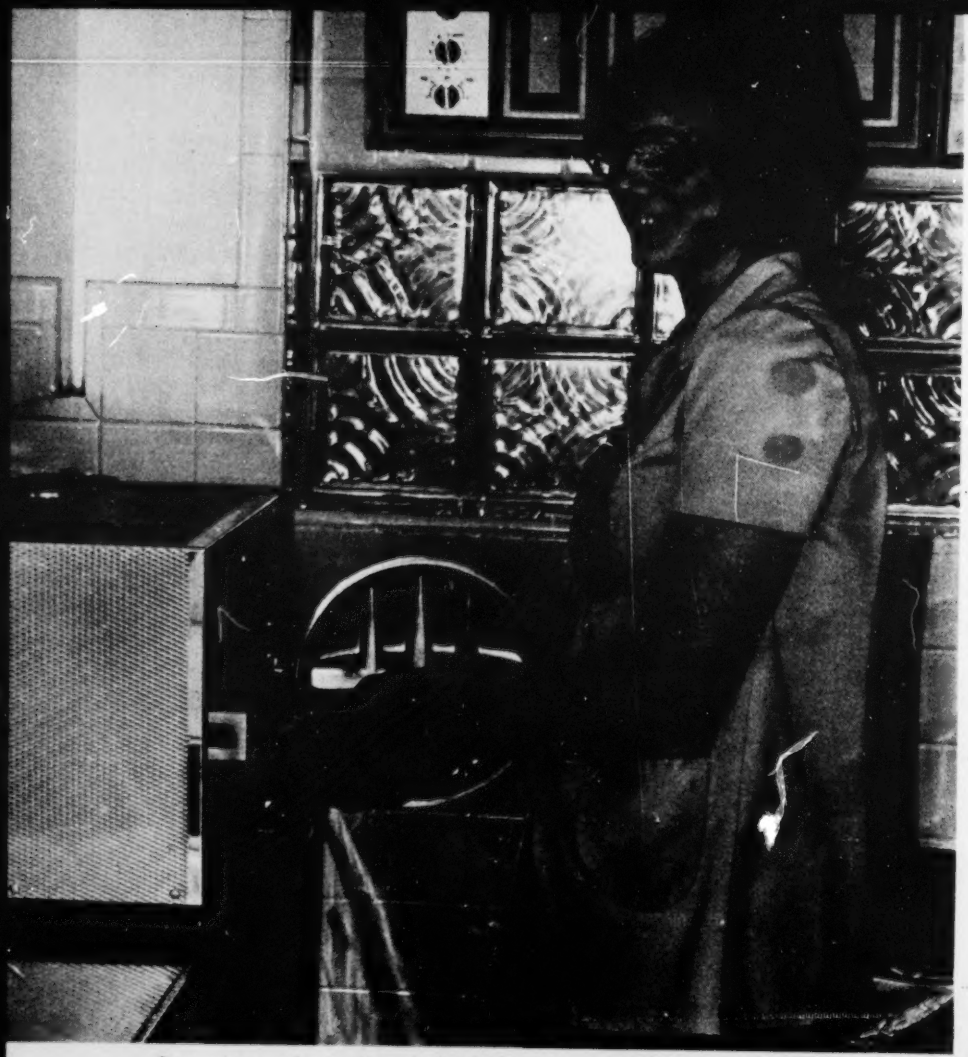
Survey veterinarians in your area to determine a range of income earned by veterinarian's assistants/animal technicians. Be sure to devise a ranking system, including length of work experience and type of duties performed, *before* you inquire about salaries paid.

Learning How

Veterinarians attend many meetings given by professional associations each year. Some of them, like the *Ohio Veterinary Medical Association,* provide a separate program for veterinarians' assistants and animal technicians at their annual meetings. Sheree, Drew, and the veterinarians attend the Ohio meeting each year. Sheree is excited about going this year. "It's like going to college for a day!" she says. "Last year I attended lectures on laboratory procedures, like drawing blood, on pediatrics (the care of infant animals), and on animal 'body language.' There are also many other seminars to attend and exhibits to see. The meetings show how much there is to learn. Besides what I could learn at the pet hospital, there are always *new* things to learn. Some veterinarians devote all their time to research, so, there are always new discoveries, more information, and new and better ways of doing things. The doctors, assistants, and animal technicians have to keep up with new developments in veterinary medicine.

"Since all the work at the pet hospital, except the veterinarian's work, can be learned through training on the job, I will never run out of things to learn. The more I learn, the more I advance," Sheree explains. "Drew, for instance, has been a veterinarian's assistant for ten years, and she is still learning new things. There is only one problem for me," Sheree states. "I would like to learn much more, like how to assist during surgery, but my day is so busy already that I would not have time to learn unless my duties were rearranged.'

"If you want to work with animals," Sheree recommends, "you should prepare for many aspects of the work. At pet hospitals there are kennel helpers, veterinarians' assistants, receptionists, secretaries, kennel managers, groomers, office managers, laboratory technicains, and veterinarians. You might start as kennel help, but if you have a background in biology and chemistry, you could learn laboratory techni-



Sue puts a package of surgical clothing into the autoclave to be sterilized.

ques. You might want to enroll in a technical school and become an animal technician. This would take two or more years. In several states you could then take an examination to become a registered animal technician. Ceil had nursing experience that qualified her as a laboratory technician. You can also prepare for office work in high school and learn to become a veterinarian's assistant by working first as a receptionist. It also helps to gain experience with animals. A person who is clumsy with animals would not work out as a veterinarian's assistant or an animal technician. Finally, if you think you would like to become a veterinarian, working as an assistant could be valuable. You would be able to tell if the work really suits you by working every day with a veterinarian."

The Future

Sheree believes her future as a veterinarian's assistant will be secure. "Because the population of both people and animals is increasing, the number of practicing veterinarians must also increase. We will need more doctors to check increased food supplies. Livestock breeders will need new and better ca.e and advice for their animals. As people's incomes increase, more people will be likely to keep pets, some for the first time, so veterinarians will need more help."

Jane Stas Hilf Apprentice Funeral Director

An *apprentice* is a name for a person learning a job from someone who has "mastered" such work. Jane's "master" funeral director is her father, Albert Stas. He is her teacher. Funeral directors help the family and / or friends of a deceased by making personal and business plans with the family in order to provide a funeral service and a legal burial. Jane and her dad help people in their time of need. They work with living people.

"Most people do not understand what funeral directors do," explains Jane. "People usually meet a funeral director only when a tragedy occurs and they are sad. Naturally, they are not thinking of the profession as a career! I would like more people to know what I do.

Discuss the role of funeral directors in a changing society.

"Because so few people know what funeral directors do, most funeral homes are run by a family," Jane speculates. "I grew up here. I lived upstairs with my parents. Now that I am married, my husband and I live upstairs in a third-floor apartment. I am learning from my father, and he learned from his father," she says.

"My job is not easy, because the people who call on me are going through a difficult period. They have to adjust to their loss. They are usually very emotional, so I have to be a friend. I must be both calm and serious. And I must be trustworthy. Above all, I must really desire to help; you cannot pretend to be concerned."

Preparing for the Job

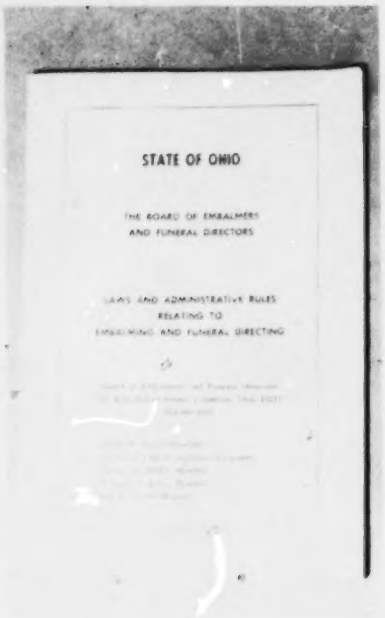
"It helps to learn as much as possible about people," Jane explains. "In college I took courses in the social sciences. Social Sciences deal with the ways people think and act. I took courses in psychology to learn about how a person thinks as an individual. Sociology deals with the behavior of people in groups like families, clubs, school, church, or work. I have to know about **traditions.** There is a traditional way to have a funeral for each religious group; funerals are traditions in themselves.

"Besides knowing how a family member may feel, I must know how to ask questions," Jane adds. "I must be able to communicate with people from all walks of life. When I ask questions, I must be tactful. That is, I must try not to upset a person by asking a question. For example, I fill out death certificates. The family must send a copy of the death certificate to officials in the Social Security Administration, life insurance companies, retirement programs, etc., in order to receive any benefits due them. I would not ask the family if they should get benefits. That would upset them. Instead, I ask them how many copies of the death certificate they will need; then, they usually ask me why they need *any* copies. So at that point, I explain the proper procedures.

"When I decided to become a funeral director, I had to do many things before I could become an apprentice," Jane explains. "I had to finish four years of college. Besides social sciences, I had to take courses in science, health, and English. I had to be 21 years old and a U.S. citizen. I needed three letters explaining my good character and relationship with the community. These are called letters of reference. I then wrote to the *Ohio Board of Embalmers and Funeral Directors.*

Write to the Ohio Board of Embalmers and Funeral Directors for career information and current requirements.

Ask your guidance counselor for the names and addresses of colleges that offer programs in mortuary science. Write for information on entrance requirements and program descriptions.


STATE OF OHIO

THE BOARD OF EMBALMERS
AND FUNERAL DIRECTORS

LAWS AND ADMINISTRATIVE RULES
RELATING TO
EMBALMING AND FUNERAL DIRECTING

As an apprentice funeral director, Jane must learn the laws and rules of the State.

"The board sent me information and an application to be an apprentice. I had to find a master funeral director next. Naturally, my father had already agreed. Finding a master funeral director is the most difficult step, because being a master funeral director is a big responsibility. Every three months the master funeral director must report the progress of an apprentice to the Board, so there is much paper work involved. He must also supervise all work done by an apprentice, and he must be able to pay for his apprentice's services. Usually, only a large and busy funeral home can afford to pay for extra help," she adds.

After Jane sent her application with proof that she had fulfilled all requirements, she got a permit or a "registration" to be an apprentice. She also got a book containing rules and information to learn. As an apprentice," says Jane, "I can do only two things without my father's supervision. I can answer the telephone and fill out death certificates. I must do everything else with my father's help. And I must work for 40 hours a week. Since we do not have a funeral every day, I do other things to keep busy. I often clean the parlors and the car. I also keep the grounds clean.

Jane keeps busy 40 hours a week. She vacuums a parlor as her husband, Bill, the baby and dog look on.

She cleans the glass front door.

"My apprenticeship lasts for two years. If I had gone to embalming school, it would last only one year. Embalmers prepare the body for viewing and burial. Many funeral directors are licensed embalmers, also. My father has an embalmer's license, but I do not plan to do any embalming. We now call an outside embalmer to work for our funeral home. We hire many other services, too. Since we do not have a funeral every day, we do not own a limousine or a hearse. We rent the cars and hire chauffeurs to drive them."

During Jane's apprenticeship, she must assist in directing twenty-five adult funerals. Twice during her apprenticeship she must go to the Board for an interview. At the interviews she answers questions about directing funerals. After her apprenticeship, Jane must take a test given by the Board. If she passes the test, she will get a license to be a funeral director.

Much of Jane's work is "paperwork." Above, she fills out a death certificate.

A Funeral

"When the telephone rings for a funeral, my work begins," Jane says. "I find out who is calling and the relationship of the person to the deceased. I arrange for an ambulance service to bring the body to the funeral home, and I call an embalmer to prepare the body for viewing. I arrange an interview with the family to discuss the many details of a funeral. I fill out a death certificate. I help the family choose a casket and clothing for the deceased to wear. We select a burial site, and I arrange the hours for viewing the deceased, the religious service, and the burial. I call the newspaper to print an **obituary.** I go to the proper city hall and get a burial permit. If the deceased will be buried in a Christian cemetery, I must also get a Christian burial permit.

Interview a funeral director. List the occupations that the funeral director relies upon to perform his own services, e.g., florists, drivers, clergymen, newspapers, casket and monument manufacturers, etc.

Discuss the relationships among these jobs.

"Before the funeral, I clean the parlors and arrange flowers. During the funeral, I am dressed in appropriate clothing and remain 'on call' for the family. I direct pallbearers whom the family has selected. Pallbearers carry the casket to the hearse or to the church. I get cars properly lined up for the processions to the church and to the cemetery. I attend to details at the funeral home; for instance, I call the family

and friends in a certain order to pay their 'last respects.' When the viewers leave, I close the casket.

"I escort and direct the family and friends to the church for religious services; then, I escort them to the cemetery. At the cemetery, I give the attendant the forms needed for burial. When the service is over, I thank the friends on behalf of the family for attending the services. When everyone has left the cemetery, I leave."

Sometimes, the family arranges for friends to return to the funeral home for lunch. They like to talk to friends who may have traveled a great distance to attend the funeral. Many times, the family cannot serve lunch to all their friends in their homes. "So," Jane explains, "we will provide this service also, although many funeral directors do not. When we prepare a lunch, everyone helps, including my parents and my husband.

"When the funeral service is over, I send out various forms for the family. These forms are necessary for social security claims, veteran's benefits, union benefits, and so on. Finally, we determine the cost of the services and mail the family a bill. During the funeral, we ordinarily pay for all costs incurred; when everything is over, the family repays us. My father determines his own prices for his services, as do all funeral directors."

Ask several funeral directors in your area to provide price lists for various types of funeral services, i.e., simple to elaborate.

Invite a funeral director to class to discuss the cost of operating and maintaining a funeral home and funeral-related equipment, e.g., limousines, hearses, morgue equipment and supplies, etc.

Life Style

Jane lives nextdoor to a church. "Most of the funerals we direct are for people who belong to the church nextdoor. Most funeral homes are located near a church." Jane adds, "My family and I also belong to the church nextdoor, and we attend services every Sunday. We know the pastor of the parish. We know the parishioners. We are all friends. People trust us because they know us. That is very important because

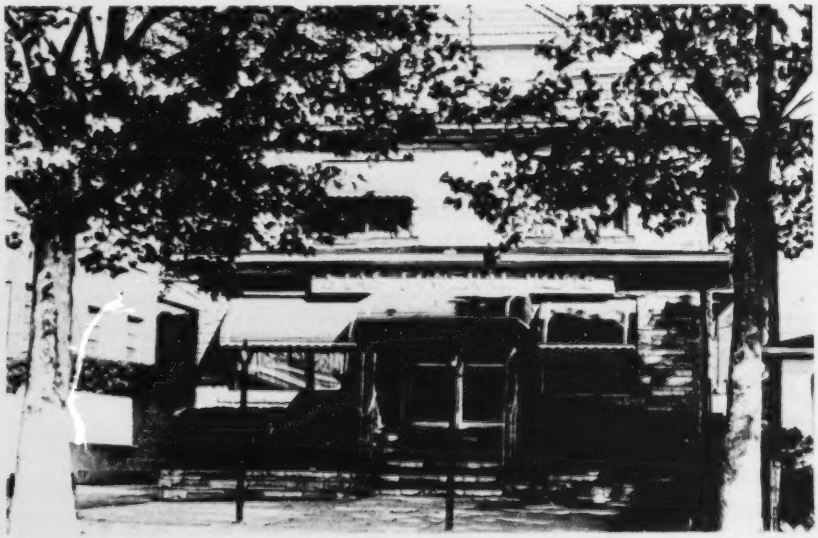
funeral directors who are not trusted and respected in the community cannot be successful. My family also participates in church and neighborhood events. Of course, that's how we get to know people. We do favors for our friends, like lending our chairs for parties or church functions.

"Being a funeral director is a twenty-four-hour job," says Jane. "Besides being familiar with the community, a funeral director has to be available. Someone is always at home twenty-four hours a day in case we get a call for a funeral. No one wants to talk to an answering service after a death in the family, so when I'm not working, I do things indoors or near the house. Of course, my husband and I do go out, but when we go, we make sure that my parents will be at home. They check with us before they leave, too.

"When the weather is nice, we often go boating and fishing in my dad's boat. Once a year, we take a vacation. Usually, we plan an out-of-town trip.

"I love to read. When I'm not caring for my baby, Bill, Jr., or working for the funeral home, I try to read as much as possible. I do yard work, house repairs, gardening, and remodeling, too.

"My mother has many hobbies, including all sorts of crafts, sewing, and canning. I sometimes help her. We also have four pet dogs, which we used to breed when they were younger. I am always busy doing something."



This is the home where Jane and her family live and work.

Georgia M. Rhodes, D.C.T. Electrologist/ Cosmetric Therapist

Everyone has tiny hairs over the entire body. During certain times in life, the glands in the body that control hair growth are more active. The teen years are such a time. The glandular activity stimulates the growth of darker, stronger, and/or longer hairs. A beard is a common example. In some people, unwanted hair grows at such times. Eyebrows that grow together are an example. This type of hair growth is hereditary. Of course, the hairs do not cause any physical harm, but unwanted hair can be distressing to a teen-ager who is concerned with personal appearance.

When Georgia Rhodes was a teen-ager, hair started to grow on her chin. She tried to hide it by wearing scarfs, she covered her chin when she spoke, and she felt uneasy with people. She felt different. She tried to tweeze it out, and she tried hair-removing creams. Nothing worked. Finally, a doctor told her about *electrolysis.*

Electrolysis is a process that uses a tiny current of electricity to kill hair roots. It works by putting a tiny needle into the follicle (the root of the hair); then, a small dose of electricity travels through the needle. The current kills the root, so the hair cannot grow back. Every unwanted hair root is killed, one by one.

Georgia went to an *electrologist.* An electrologist is a person who is skilled in the process of electrolysis. Another name for an electrologist is *cosmetic therapist.* The electrologist removed the hair from Georgia's chin. "I felt like a bird out of its cage!" she says.

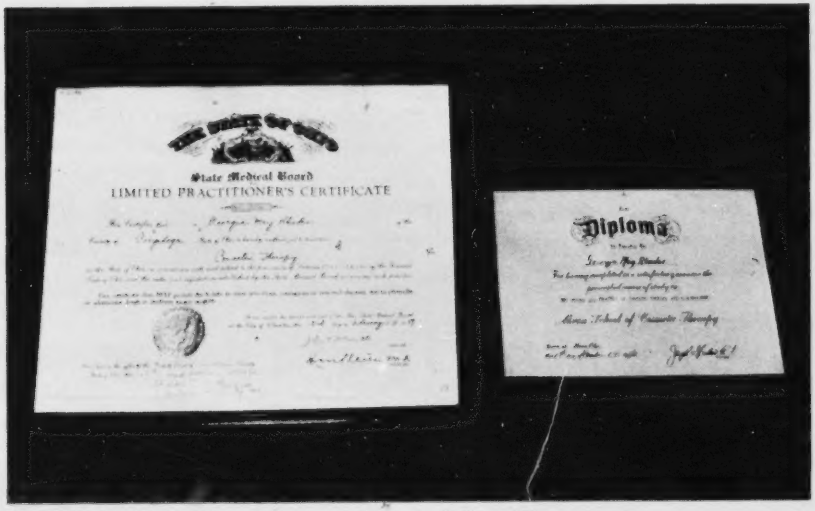
During Georgia's treatments, the therapist asked Georgia if she wanted to learn more about electrolysis. She asked if Georgia would like to be an electrologist. Georgia said, "No," but when her treatments were over, everything seemed different. In fact, for Georgia everything *was* different, and she changed her mind. "I felt that if I could help someone with the same problem, I should help."

Discuss the role of cosmetic therapy in relation to the values held by a changing society.

Preparing for the Job

After high school, Georgia enrolled in a school of cosmetic therapy and electrolysis. During her training, which required 120 hours of instruction, she studied anatomy, biology, and physiology. She learned how to give facial massages. She and her classmates practiced removing unwanted hairs from people who came to the school for treatments. When no one came, they removed hairs from each other for more practice.

When Mrs. Rhodes was graduated from electrolysis school, she had to obtain a license to practice. She took the test given by the *Ohio State Medical Board*. She answered written questions, and she had to demonstrate her ability to remove unwanted hairs by electrolysis. After passing the test, she got a "limited practitioner's license." Her license allows her to remove hairs. She is not licensed to diagnose illnesses or to prescribe medicines.



Mrs. Rhodes displays her diploma and license in her office.

Besides her license, she got a new title. She can sign her name two ways: Mrs. Georgia M. Rhodes, D.C.T. or Dr. Georgia M. Rhodes, C.T. She is a doctor of cosmetic therapy.

Write to the Ohio State Medical Board for a list of schools offering training in electrolysis and for current licensing information.

Relating to Patients

"Most of my patients are either teen-agers or retired persons," Mrs. Rhodes explains. "Usually, they have tried every sort of temporary measure to get rid of their unwanted hair. They try shaving, tweezing, and creams. Those temporary measures just make the hair grow more noticeably than before. The temporary measures damage the hair roots, which actually begin to curl, so they are more difficult to reach and destroy. By the time my patients come to me, they are desperate. It is sort of like waiting until you have a toothache before going to the dentist.

"From my own experience, I know that my patients are scared. They want the hair removed, but they are afraid of how it will feel. The first thing I have to do is try to relax them. I find out what interests them and try to get them talking. Once they start to talk, they will relax; then, everything is easier for the patient and for me."

Self Discipline

Mrs. Rhodes has an office in her home. She likes to keep her home quiet so that her patients are not disturbed. She does not keep pets or allow her patients to bring friends or family with them. There are no interruptions during treatments. "I have to keep my rules strictly. Since my patients pay for my services by the hour, it is the patient who pays for interruptions; so my rules are good for the patient, too."

"This is my 'business' scrapbook. I record all my good memories in it," says Mrs. Rhodes.

Because Mrs. Rhodes is her own boss, she has to make many decisions. She decides her business hours and the price to charge for her services. "If I had an office in another building, I would have regular business hours; so I try to keep my business hours regular at home, also. Since my patients usually work during the day, however, I try to see them when it is convenient for them. Sometimes, I see patients as early as 6:00 A.M.

List and describe attitudes and skills necessary to be self-employed successfully in a service occupation. Suppose that you are about to begin providing tutoring services for students. Plan and prepare a list of rules, e.g., office hours, prices, location, behavior, preparation, etc., you might give to your customers.

"I could have a larger income than I do," Mrs. Rhodes explains, "but I also decide which patients I will treat. I do not treat everyone who calls on me. Most of my patients are referred to me by doctors. Occasionally, I accept other patients. I prefer to treat female patients, so I refer male patients to male electrologists. Of course, I do less work following this rule, but there are other rewards for me than money. I have a whole scrapbook filled with good memories."

Freedom

Mrs. Rhodes likes her work. "As long as I have keen eyesight and a steady hand, I can keep on working. I do not have to retire at a certain age. Because I am my own boss, I have more freedom than most people. I like being with people. When I'm not working, I usually get involved with church, social, and civic activities. I like to sew; I make my own patterns and save every scrap of material to make things."

Mrs. Rhodes puts the finishing touches on a new uniform she is making.

Mrs. Rhodes seats her patient and explains what she will do.

Electrolysis

"When a patient arrives, I try to make her feel comfortable. I write down information for my records and explain what I will do. Although electrolysis is not painful, of course, you can feel it. It is not pain that you feel, however; it is like gently tweezing out a hair. I then remove one hair to see if the patient's skin will react badly to the treatment.

It is very rare for anyone to experience irritation from electrolysis. Sometimes, though, the skin reddens and swells slightly, but those reactions go away quickly.

"Before I begin working, I sterilize with an antiseptic my hands, my instruments, and the area on which I will work. I select the right size needle and the proper amount of electricity on the electrolysis machine. The machine I use regulates the amount of electrical current. I then start removing hairs. When I am finished, I apply a lotion, cream, or

She lowers her patient in the chair, placing clean linen under the chin and on the eyes to protect against the bright light.

ointment to the skin. If I am successful, 75 to 80 percent of the hairs removed will not grow back. Those hairs that do grow back will have damaged roots and will be weaker and not as noticeable.

"There is no danger with electrolysis," Mrs. Rhodes says. "The amount of electrical current needed to kill the hair root is *extremely*

She selects the right size needle, adjusts the light...

and starts removing hairs from the patient's

small. Even if I work with an electrolysis machine all day long, nothing can happen to me, and, "she adds, "since I know what I'm doing, there is no danger for my patients. If hairs were removed by an untrained person using electrolysis, skin discoloration or scars could result, but I have never seen that problem."

chin. When she finishes,

she massages her patient's shoulders to help her relax.

Career Planning

The Ohio State Medical Board sets certain requirements for electrologists. The person must have a high school diploma from a school that teaches electrolysis and must be at least 18 years of age in order to take the special test. The test is offered twice a year. "A good high school education is valuable for an electrologist," Mrs. Rhodes says. "Since most electrologists are self-employed, they have no one to turn to to make decisions. You have to be able to communicate well to work with people. You have to be able to keep your own business records, so a knowledge of business practices is very helpful. My high school science courses gave me a background for electrolysis school. Because I had taken biology, my electrolysis courses were familiar. I did not feel that I was learning a 'foreign language.'

"When I first decided to become an electrologist, I had to make plans. I had to enroll in a school and pay for my courses and books. I figured this cost to be a part of my investment in electrolysis. Before I finished, I had to plan for my future. I saved enough money to buy the equipment and supplies to set up a practice. I bought a chair, a special lamp, a stool, a cabinet for my supplies, a massage pillow, and special glasses. I needed special creams, lotions, and ointments. Of course, I needed an electrolysis machine and various sizes of needles and tweezers. I bought two of everything needed for electrolysis. If anything breaks," she explains, "I always have a spare to finish my treatment.

"You can spend any amount of money you want to set up a practice," says Mrs. Rhodes. "You can rent an office, hire a secretary, advertise your services, etc. The amount of money you spend depends on your own plans."

Estimate how much money is needed today to attend a school of electrolysis, buy equipment and supplies, and set up a practice.

Find out the average price currently charged by electrologists for an hour of service.

Compare and discuss the required investment and the potential rewards.

Thomas Kadar — Barber

Tom Kadar likes being a barber. "I like to work with people," he says. "Every time I serve a customer, I do something different, so I never get bored. And," he adds, "when my customers come back, it means they are satisfied. That makes me feel good!"

Tom works with Ron Laurie, another barber. They share space in a barbershop. Tom rents a small part of the shop from Ron. "I refer to my section as 'my chair,'" explains Tom. "I call my business *Odyssey Haircuts.*" Ron has a different name for his "chair."

Tom provides a special barbering service, hair styling. He helps his customers select a style to fit them just right. He chooses a style that fits the face, the hair, and the customer's personality. He is a kind of artist. Tom also provides ordinary barbering services. "I shampoo, give haircuts, color and straighten hair, and give permanents. I also give facial treatments (for acne, dry, or oily skin), shaves, and scalp treatments (for dandruff, dry or oily scalps).

"A big part of my job is conversation," says Tom. "People want to talk to their barber. I have to be able to talk about any subject. I have to be a good listener. I try to keep up with news and current fashions. If people want *Kojaks* (shaved heads), I should know what they mean.

"A barber should be friendly, but," adds Tom, "he should also be patient. You have to be able to control yourself. It is easy to turn pleasant discussion into a quarrel. You can't lose your temper."

Preparation

Tom enrolled in a school of barbering after finishing high school. A barber's education consists of 1,800 hours of study. "My classmates and I studied in small groups. We learned about the nine body systems: circulatory, respiratory, nervous, digestive, skeletal, muscular, glandu-

Invite one or more local barbers to class to discuss the problems they face in dealing with people and how they solve them. Find out which abilities and / or attitudes are most helpful when providing services to different people.

lar, excretory, and reproductive. You learn, in my opinion, as much about the body systems as a nurse would learn in one year of nursing training. Each of these systems affects the hair, skin, and scalp in some way.

"Another reason for studying body systems," Tom explains, "is to gain a knowledge of body disorders (or diseases). In barbering, you work closely with people. For your own protection, you should be able to tell if a customer is sick. Barbers should refer customers who appear to be ill to doctors for treatment. A barber does not have to provide service to a person with the flu, for example. He can refuse.

Barbers work closely with people, so both barbers and their customers should be healthy.

"About 90 percent of barbering school is actually *doing*. People come to barbering schools for services. We learn by practicing on these customers. Actually," says Tom, "you do everything while attending school that a barber does. You cut and style hair, give facial and scalp treatments, color and straighten hair, and give permanents and shaves. You learn the oldest styles and techniques first; then, you learn new styles and techniques. Although I prefer the newest hair styles, I know how to give a 'butch' or a 'flat top.' Many customers prefer older hair styles. By learning all hair styles, barbers can serve everyone. I don't want to turn anyone away," explains Tom.

In order to work as a barber, you need a license from the State. To get a license, you must pass a test. These tests are offered once a month. In order to take the test, you must be at least 18 years old and able to provide proof of good health. "The test has three parts—written, oral,

Write to a local barber college for career information.

and practical," states Tom. "You have to know your barbering school subjects well. The written and oral parts of the test relate to the nine body systems. The practical part is the test providing barbering services, like giving a haircut.

"If you fail the test, you must go back to school for 500 hours of additional instruction. Afterwards, you can take the test again. If you pass the test, you get an apprentice license; however, you can't open up your own shop with an apprentice license unless you can get a registered barber to work with you. After working as an apprentice barber for a year and a half, you can take another test given by the State. If you pass the second test, you get a registered barber license (also called a master barber license). You then can open up your own shop alone if you wish."

In every barbershop, at least one barber must have a registered barber license. "If you don't want to open your own shop," adds Tom, "it is not necessary to get a registered barber license. You can work for another barber with your apprentice license, but either kind of license has to be renewed annually." To renew a license, you mail it with proof of good health to the treasurer of the State. "The reason barbers need to prove their good health," explains Tom, "is to protect customers. Barbers don't have to serve 'sick' customers, so customers shouldn't be served by 'sick' barbers."

Tom's wife, Judy, is a *cosmetologist.* Cosmetologists and barbers provide the same or similar service, but barbers usually serve men, and cosmetologists usually serve women. Judy says that the requirements for becoming a licensed cosmetologist are nearly the same as for a barber. "You study the same kind of courses and spend a similar amount of time practicing on customers in a school of cosmetology," explains Judy, "but cosmetologists do not have to wait a year and a half to get a manager's license (the equivalent of a registered barber's license). You can stay in school for 200 more hours. With extra hours, you get a manager's license after passing the State test. Some cos-

metologists remain in school for the additional hours instead of getting cosmetologist licenses (equivalent to apprentice barber licenses).

"It is also possible to take special courses in a school of cosmetology," explains Judy. "For instance, if you want to be a manicurist, you can choose to take only manicurist subjects in school. It takes 120 hours of instruction to prepare for a manicurist license. But," Judy adds, "with a manicurist license, you cannot do any other type of cosmetology work. It is a limited license."

Write to a school of cosmetology for information on various cosmetology careers.

Invite to class a barber and a cosmetologist to discuss and compare their training and services.

In their recreation room at home, Judy and Tom often play chess.

Life Style

Tom and Judy have a baby boy, Sean. They like to do things together. "Judy and I like to travel," says Tom. We've been to the Bahamas, Florida, California, and other places. I go hunting and fishing as often as I can. When I take a vacation, I have to close my chair in the barbershop. I don't have employees to take over my business while I'm gone," he explains, "so I lose income. If I worked for another barber as an employee (in a city that has a local barbers' union), I would get a paid vacation."

Tom belongs to a national barbers' union, which frequently offers courses for licensed barbers. "I learn the latest styles and barbering techniques by taking the courses. I go to many of these in my spare time. Barbers who don't keep up with changes go out of business," says Tom. "I enjoy taking hair styling courses. I like to do creative things. Before I went to barbering school, I played the guitar for a living. Photography is another of my hobbies."

Contact the nearest office of a barbers' union for salary-range and fringe benefit information.

The Routine

"I work regular hours in the barbershop, but barbers usually stay open on Saturdays, so I take Wednesdays off instead. On a busy day, I have appointments all day long. I get pretty tired after a long day because I have to stand while I work.

"There are no real dangers involved in my work. Sometimes, I have a minor accident, like cutting myself with a razor. When there are colds going around, though, I usually get one. It's hard to avoid them when you work closely with so many people. There are other benefits, how-

Tom cleans a tool in a container filled with a sterilizing solution.

ever, that make up for these hazards," says Tom. "As a barber, I meet many different people, so I make friends. Some of them do favors. If a customer owns a tire store and I need tires, he might give me a discount."

Operating a Shop

Tom keeps his working area clean and attractive. He has a varied supply of tools. "I use a special tool for each different thing I do," he says. "I also keep supplies like shampoo, hairspray, shaving creams, hair conditioners, antiseptics (alcohol, witch hazel, etc.), and clean linen. I always provide a clean cape for each customer to protect his clothing.

"After each customer, I always sterilize the instruments I used. I put combs, brushes, scissors, razors, etc., into an antiseptic solution to clean them. In fact," explains Tom, "this is required of all barbers by law. Every month, barbershops are inspected by the *State Board of Barber Examiners*. An inspector can come at any time, unannounced, to inspect your shop, so it is important to do things the right way. By sterilizing my instruments, I protect all my customers from diseases thay may be passed from one to another. When I'm finished with a customer, I have to sweep up the 'mess' before my next customer arrives."

Ron and Tom sell many supplies to their customers, including hairspray, shampoo, and hair tonics. They try to arrange and display these goods attractively. In the waiting area, they provide chairs and reading material for their customers.

Prepare a bulletin board for examples of men's and women's hair styles over a period of time. Old magazines, family photos, or drawings copied from books are possible materials.

Opening a Shop

"To open a barbershop," Tom explains, "you need about $5,000 to buy the equipment and rent a location. Of course, you can spend any amount you want. We are remodeling our shop now. You can be as

plain or as fancy as you like. The amount you need to invest also depends on your location," he adds. "Our shop is on a convenient corner, so we are easy to find. If you wanted to locate your shop in a shopping center, the rent would be more expensive. Finding a good location is an important part of opening a barbershop. If you decide to open a shop, you need permission from the *State Board of Barber Examiners,* and before you open for business, the shop must be inspected."

John Robinson Pet Shop Owner / Manager

John Robinson has always liked animals. "While I was going to college," he recalls, "my wife and I became interested in tropical fish. We set up aquariums around our apartment. As our interest in the hobby grew, we discovered two things. First, we could not find many of the supplies we wanted. There were just not enough pet stores in the area. Second, we found that our fish tanks were crowding us out of the apartment. We had collected too many. We decided to open a pet shop of our own. It was a small shop. We stocked only aquarium supplies and fish." Six months later, John was drafted into the military service. He left school, and he and his wife sold their little pet shop. "That first store is still thriving," says John proudly. "It has grown into a fairly large operation, too."

When John finished military service, he and his wife moved to Ohio. Soon after, they opened another pet shop, which they call *Pet Pavilion.* "I was studying to become a veterinarian in college," explains John. "I took three years of biology courses. Although a background in biology is not necessary for a pet shop owner, it is very helpful. Generally, pet shops are operated by people who were once hobbyists. They learn by keeping a variety of pets and reading in their spare time. Sooner or later, they decide to make a business of their interests."

Find out if pet shops can be found in underdeveloped countries. Discuss.

Retailing

John determines a price and attaches a price tag to each product he sells.

"An interest in pets," says John, "is only a beginning. Many pet shops open and go out of business quickly because their owners do not realize an important fact. A pet shop," explains John, "is a *retail business.* In any retail business, you engage in *buying and selling merchandise.* Of course, some kind of pet background is necessary, but there are many other important aspects to consider when opening a pet shop. For example, I have to keep careful business records, order and maintain my stock (inventory), budget my income and expenses, advertise, and do a lot of cleaning to keep my store attrective."

Contact a local office of the Small Business Administration for information about establishing a pet shop.

Getting Started

"It usually takes two or three years for a pet shop to establish a good reputation so that customers will keep coming back. Until you reach a certain income level, a pet shop is usually a one-person or one-family

Interview or invite to class a local pet shop owner and a pet supply wholesaler to discuss the current cost of opening a pet shop and its potential income.

operation. I hire part-time employees to help me operate my store. Eventually, I will be able to afford to hire a full-time employee.

"While I was still planning my store, I chose a location carefully. A retail store should be located where people can find it easily. I chose to locate my store in a shopping center on a busy corner, so my store is easy to find, and it is easy to remember. I rented a store that was larger than my needs at the time. I wanted something I could grow into. Every year I saved some of my income and used it to expand my inventory and my selling space. Now my pet shop is quite large, but I can still find ways to add new products and services. In fact, I recently added a dog-grooming service. I provide Helen, my dog groomer, with space in the store and supplies. She, in turn, supplies my customers with an important service, so we share the dog-grooming income."

The Pet Shop

John sells fresh and saltwater fish, birds, reptiles (snakes, lizards, turtles), rabbits, a variety of rodents (mice, rats, hamsters, gerbils, guinea pigs), and live feed (mealworms). For each animal he sells, John also stocks a wide variety of supplies, including books, food, housing, bedding, and medication. He also sells supplies for dogs and cats.

Use the *Dictionary of Occupational Titles (D.O.T.)* to find the ratings of people, data, and things involved in shop ownership. Interview a shop owner and compare his views to *D.O.T.*'s.

John regularly stocks his shelves and displays with new products.

"I buy my livestock and supplies from wholesalers," explains John. "I order products on special forms provided in wholesale catalogs. Salespeople often come to my shop. If I need something special, the salespeople help me find it quickly. They know their products well.

"Ordering products is not difficult," explains John. "Deciding *when* to order *what* is difficult. I learned to *predict* what my customers will want and when they will want it. For instance, if you were running a grocery store, you would learn to stock more turkeys around Thanksgiving time than at any other time; otherwise, you would lose many turkey sales. Pet shops prepare for special seasons and events, too. During the summer, I stock more flea products than at any other time. Since birds breed in the spring, I can usually buy them easily in the autumn and sell them easily in the winter. You learn to predict your customers' wants through experience. No one can teach you **exactly** what and when to order because every shop's customers are different.

John feeds his fish.

He inspects a guinea pig.

"I arrange displays in my store according to the needs of my livestock," explains John. "I would not place a display of live birds near the front door. The draft from doors opening and closing would cause them to catch colds, so I locate birds in the rear of the store away from drafts and direct sunlight. I arrange bird supplies in displays nearby. I keep related products on shelves in separate sections of the store. I have a bird section, a dog section, a cat section, an aquarium section, and a small animal section. As a result, my customers can easily find the products they need. I try to organize my displays attractively, too.

"No one wants to shop in a messy store," says John, "so I spend a lot of time cleaning to keep the store attractive. Since I am handy with wood, I was able to decorate the store myself. That saved me money when I opened," he adds.

"Besides cleaning the store, a pet shop owner has to clean up after livestock. I regularly clean fish tanks and cages. I also inspect livestock to make sure they are healthy. Of course, I have to provide them with food and water, too. This is one of the ways that a pet store is different from any other kind of store. A can of beans in a grocery store does not have to be cared for.

"Before I can fill my shelves with products for sale, I decide what to charge for each product. To determine a price, I first have to decide

how much to add on to my cost for every product. If I don't 'mark up' a price, I don't make an income. Everything on my shelves bears a price tag that I have attached. I also must decide when to discount products for sales. When I have a 'sale,' I must let people know about it; that is, I must advertise."

Many customers call John for advice during the day. "Some people call me before they call a veterinarian," says John, "but pet shop owners do not try to compete with veterinarians. In fact, when my own pets or livestock become ill, I take them to a veterinarian for treatment.

"During the day, I spend most of my time with customers. I give advice and answer questions about pets and supplies. I try to be a friend to everyone," says John. "It is very important to be pleasant and patient with customers, regardless of their behavior, age, or appearance. I must be able to communicate with every customer, and I hire only those part-time employees who also can communicate well. If you cannot deliver a message clearly and listen well, you cannot make many sales or be very helpful. I also expect my employees to be neat and well-organized people. Since I work so hard to keep my store neat and attractive, my employees should try to match that standard as well," he adds.

Discuss your experiences with retail salespeople. Which qualities do the most likeable salespeople posses?

"Every time I make a sale," explains John, "some product on a shelf has to be replaced. Every month I check my inventory and order more supplies. Of course, I have to keep records of all kinds. Since I sell products, I have to charge a state sales tax, so I must fill out various government forms regularly. I also must keep careful records of sales, store equipment, and expenses. I regret that I did not study accounting while I was in college. A store owner has to keep detailed records of all transactions in order to pay taxes. I hire an accountant to organize my books and figure my taxes each year. Some kind of bookkeeping knowledge is necessary for anyone operating a business of any kind."

Life Style

Since John has no full-time employees, when he takes a vacation or if he becomes ill, he must close his store. "Vacations are very expensive for me," says John. "When I close the store for a week or two, I lose many sales. I may even lose customers who begin to shop in other pet stores." John also provides his own benefits. "If I want insurance or a pension," he says, "I simply have to buy them."

John tries to maintain good relationships with local government officials, trade associations like the *Better Business Bureau,* and with local pet societies (clubs). "In my spare time, I attend the meetings of community aquarium and reptile clubs. I go partly out of my own interest and partly to represent my pet store to the public," explains John.

"Although I spend a great deal of time working in my store, I find time for pets at home, too. My wife, two daughters, and I have a dog, a rabbit, a pygmy octopus, and fish. I collect guns and cars. I also enjoy woodworking. Believe it or not, I also like to hunt and fish!"

You Have Started to Prepare For Your Career

All the subjects you are now studying in school are preparing you for a career. In personal service, people use their education in a variety of ways. Of particular use in personal service are: Art, English, Mathematics, Physical Education, Science, and Social Studies. Home Economics, Industrial Arts, and Music also provide a helpful background.

The following charts will help you learn *who* (career) uses *what* (subject) and *how*. As you read the charts, you will notice overlapping. For instance, you will find that a shop owner may use art, perhaps music, industrial arts, and English to advertise a service or a sale. He may use home economics and mathematics to figure the cost of preparing the advertisement or sign, and he may require a background in science, physical education, or social studies to prepare the text of the ad or sign. This example shows how people in personal service, and any other cluster, use their *total* education—not just one or two subjects.

Your Subject: ART

Art teaches you to recognize shapes and forms and to put them into pleasant and proper proportion. By studying art, you can learn to recognize color and contrast. Everyone finds a use for a knowledge of art, and people in personal service occupations use art every day. Here are some of the ways:

Who uses art?	How can it be used?
Barber Cosmetologist Dog Groomer	to style hair to cut hair to color hair
Restoration Artist Theatrical and Television Makeup Artist Embalmer	to apply makeup
Manicurist	to shape and color nails

Most Self-employed Most Shop Owners	to display products for sale to decorate office or store to advertise services and sales

Your Subject: ENGLISH

English builds communication skills. When you learn proper grammar and increase your vocabulary, you speak and write more effectively. Studying examples of English literature helps you understand people by learning to recognize character and situations. You learn to identify with all kinds of people. English helps you discover yourself, and it can give you the self-confidence and good communication skills necessary in all personal service occupations.

Who uses English?	How can it be used?
Most Self-employed All Shop Owners	to advertise to write business reports, letters
All Personal Service Careers	to talk to customers to help sell products or services

Your Subject: MATHEMATICS

Everyone in the personal service cluster uses simple mathematics. Since all earn and spend income, all must use mathematics daily to budget. Some in the personal service cluster use it for keeping business records, others use it when figuring fractions or percentages. Here are some ways:

Who uses mathematics?	How can it be used?
All Self-employed All Shop Owners	to budget income and expenses to figure commissions, tips, wages, and salaries bookkeeping billing customers

	adding up sales, subtracting returns to figure mark-ups and discounts
All Personal Service Careers	to budget income and expenses to figure commissions, tips, wages, or salaries

Your Subject: PHYSICAL EDUCATION

People in personal service occupations use physical education knowledge and skills. Physical education teaches how to stay trim and healthy, to recognize normal and abnormal body processes, and about muscular structure and tone. Physical education helps to develop coordination, physical strength, and endurance. Here are some ways physical education is used:

Who uses physical education?	How can it be used?
Weight Counselor	to determine exercise programs
Weight Counselor Barber Electrologist / Cosmetic Therapist Cosmetologist Manicurist Dog Groomer Veterinarian's Assistant / Animal Technician Masseur / Masseuse Embalmer	to recognize normal and abnormal body processes to recognize muscular structure and tone
All Personal Service Careers	to develop physical strength and endurance on job to maintain good health and appearance to coordinate movements in first aid

Your Subject: SCIENCE

Science helps to bring order and simplicity to the complex, physical world. Many personal service careers require a science background and aptitude to succeed at the training level.

Who uses science?	How can it be used?
All Barbering Careers All Cosmetology Careers Weight Counselor Veterinarian Veterinarian's Assistant / Animal Technician Dog Groomer Pet Shop Owner	to recognize normal and abnormal body processes to know body structure
Veterinarian Barber Cosmetologist	to diagnose disease
Veterinarian	to treat disease to prescribe and give medicines and drugs

Your Subject: SOCIAL STUDIES

Social Studies teaches how people think and behave—in the past (history) and in the present (government). In personal service, working closely with people demands the patience, understanding, and insights that Social Studies provide.

Who uses Social Studies?	How can it be used?
Funeral Director	to know customs and traditions
Most Personal Service Careers	to understand the attitudes and behavior of people to recognize problems, ask questions, find solutions

Your Subject: HOME ECONOMICS

Everyone is a consumer. Home economics teaches how to budget income and expenses to make saving possible. You learn ways to decorate and keep things attractive. You learn to keep yourself looking attractive and neat. Everyone in the personal service cluster uses home economics to some degree. Here are some of the ways:

Who uses home economics?	How can it be used?
Weight Counselor	to advise on proper nutrition and diet
Some Funeral Directors	to plan and prepare meals at the funeral home
Most Self-employed All Shop Owners	to decorate office or store
All Personal Service Careers	to budget to maintain personal appearance and cleanliness

Your Subject: MUSIC

Music is another form of communication. By studying music you can increase your communication skills to some extent. You learn to express moods through musical background. Music is also a form of art. Many people in the personal service cluster use art in their work; they are apt to be creative. Many like music personally and provide music for customers in their offices or stores.

Who uses music?	How can it be used?
Funeral Director	to plan funeral services
Many Self-employed Many Shop Owners	to provide musical background in an office or store in advertisements (radio and TV)

Your Subject: INDUSTRIAL ARTS

Industrial arts teaches you many ways to fit into industry. You can learn to fix an engine, work with wood, and repair equipment. In some schools, students learn office duties like typing, bookkeeping, and filing in industrial arts courses. Some use industrial arts courses in personal service work. Here are some of the ways:

Who uses industrial arts?	How can it be used?
Reducing Machine Operator Barber Cosmetologist Electrologist / Cosmetic Therapist Dog Groomer Veterinarian's Assistant / Animal Technician Hearse, Limousine, Escort, Ambulance Driver Embalmer, Cremator	to maintain and repair equipment
Many Self-employed Many Shop Owners	to make displays to decorate office or store

Do You Want a Career in Personal Service?

In the beginning of this book, you learned about many personal service careers and how to rank them. Later, you read about five persons who actually provide personal services. Finally, you learned some ways that people use their school subjects in their work. Now you are ready to decide if a career in personal service is right for you.

You should examine your own interests and abilities to rank the careers you have studied in the most realistic way. Pay careful attention to the kinds of attitudes necessary for success in personal service careers, like amibition, self-confidence, willingness to work in any capacity, patience, and neatness. You should like to work directly with people and possess good communication skills, too; also, consider your mechanical, mathematics, science, and other abilities. If you find a career you might like to pursue, try to find out more about it. Read books, talk to people who work in that job, and design your education to fit those needs.

Resources

Organizations to Which You May Write For Career Information:

Barbering and Cosmetology

Journeymen Barbers, Hairdressers, Cosmetologists,
and Proprietors' International Union of America
4755 Kingsway Drive, No. 320
Indianapolis, Indiana 46205

National Association of Barber Schools, Inc.
338 Washington Avenue
Huntington, West Virginia 25701

National Beauty Career Center
3839 White Plains Road
Bronx, New York 19467

National Hairdressers and Cosmetologists Association
3610 Olive Street
St. Louis, Missouri 63103

Mortuary Science

The American Board of Funeral Service Education, Inc.
201 Columbia Street
Fairmont, West Virginia 26554

National Funeral Directors Association
of the United States, Inc.
135 West Wells Street
Milwaukee, Wisconsin 53203

National Selected Morticians
1616 Central Street
Evanston, Illinois 60201

Veterinary Medical Fields

The American Veterinary Medical Association
600 South Michigan Avenue
Chicago, Illinois 60605

U.S. Government Publications You May Read For Career Information:

U.S. Department of Labor, *Dictionary of Occupational Titles*. Washington, D.C.: Government Printing Office, 1965. Occupational Information in broad terms concerning most jobs in the American economy.

U.S. Department of Labor, *Occupational Outlook Handbook*, Washington, D.C.: Government Printing Office, 1974-1975. Provides occupational information about hundreds of occupations on what a person actually does on the job; what abilities and interests the job calls for; what kind of schooling and other training is required for the job; what the working conditions are like; and what the job opportunities will be in the coming years. Published every other year.

U.S. Department of Labor, *Occupational Outlook Reprint Series*. Washington, D.C.: Government Printing Office, 1975.

Reprints from the *Occupational Outlook Handbook:*

Bulletin No.

29 *Exterminators*
32 *Barbers, Cosmetologists*
33 *Funeral Directors and Embalmers*
92 *Veterinarians*

Vocabulary

apprentice	one who is learning by practical experience under skilled workers a trade, art, calling, or career
autoclave	a machine that uses hot steam to sterilize clothing, instruments, etc.
dressage	the art or method of training a horse in obedience and in precision of movement
initiative	ambition or drive
license	a written document that gives its holder permission to provide services in the public interest or to use public property
obituary	a death notice in a newspaper
rank	to put in order, e.g., least to most, or top to bottom
receptionist	usually one who greets people, answers telephones, and schedules appointments, etc., in an office
retail	the sale of goods to consumers
traditions	special ways people do things because they have been done that way for years
wholesale	the sale of goods to retailers

CE C10 H2

The Career Orientation Program at Grades 7 and 8 was the initial component of the K-10 Career Development Program and began in Ohio in 1970. In 1972, a *Career Orientation Curriculum Guide* was written and published through the inputs of personnel in the participating school districts. The *Guide* was revised in 1973, again utilizing local personnel. From these guides, 15 USOE occupational clusters are identified as containing information necessary to assist seventh and eight grade students in making tentative career decisions for exploration activities in Grades 9 and 10.

This booklet was developed to provide students information about the career opportunities and occupational information in the cluster of "Personal Service."

This booklet can be used to integrate career information with various subject areas at Grades 7 and 8.

Materials for this publication were developed by the Educational Research Council of America with the coopèration of personnel from the Career Development Programs in Cleveland, Lorain, and Parma Public School Systems and the Division of Vocational Education, State Department of Education.

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Photography: Patricia D. Krochmal, Raymond H. Nichols

Special thanks to those whose cooperation made this book *real* are expressed to Sheree Hagberg, Jane Stas Hilf, Thomas Kadar, Georgia M. Rhodes, D.C.T., and John Robinson.

Thanks are also expressed to the *Ohio Association of Cosmetic Therapists,* to Roger W. Grundish, D.V.M., and to the *American Veterinary Medical Association.*

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